

EVERYSPORT MEDIA GROUP AB (publ.)
(EVERY A)

Company number: 556739-8143

QUARTERLY REPORT

January – March 2021

11th of May 2021



This is a translated version of the Swedish original, in case of deviations the Swedish version is considered to be the one to apply.

This information is such information that EverySport Media Group AB (publ.) Is required to publish in accordance with the EU Market Abuse Regulation. The information was provided, through the agency of the above contact person, for publication on May 11th, 2021.

Acquisitions and strong underlying development creates a basis for continued growth

Summary of the first quarter 2021

- Net sales*: 25,5 mkr (20,8 mkr) – which corresponds to an increase of 23%
- EBITDA: 1,6 mkr (0,8 mkr)
- Profit after tax: 0,5 mkr (-0,4 mkr)
- Earnings per share: 0,12 kr (0,01 kr)
- Cashflow from operating activities: 1,9 mkr (1,6 mkr)

*Including acquisition of Trav- och Galopp Nytt and Hesteportalen, which contributed to the increase of revenues with SEK 1,7 million.

CEO, Hannes Andersson, comments:

The beginning of the year has been very eventful for Everysport Media Group (ESMG) and has above all been marked by exciting strategic acquisitions. On March 1, we completed the acquisition of the Norwegian companies Trav- og Galoppnytt and Hesteportalen and during March we also signed an agreement for a major acquisition consisting of 50% of the shares of Every Padel (formerly Klövern Padel). These important strategic initiatives, combined with a strong development of the underlying business during the first quarter, means that the group's position has strengthened considerably compared with a year ago.

When the pandemic came in both a second and a third wave, restrictions hit the sports world. Although most professional leagues and events have been able to continue to be arranged, grassroots and youth sports in most countries have continued to be affected. Despite this, ESGM delivered a record quarter with 23% growth compared to the same period last year. Sales in the first quarter of SEK 25.5 million (SEK 20.8 million) is the highest achieved during a quarter in the Group's history.

Our growth strategy has been successful, while we continue to focus on achieving our profitability goals. The EBITDA result of SEK 1.6 million (SEK 0.8 million) is primarily driven by growth in the B2C area, where our margins are higher. The B2C segment grew by 44% compared to the same period last year and by 15% compared to the fourth quarter of 2020. In total, the segment accounted for 38% of the Group's total sales, which is in line with the group's strategy. The product that continues to stand out in the segment is Eliteprospects, where the number of subscribers has exceeded 9,000.

Trav- og Galoppnytt AS and Hesteportalen AS in Norway contributed with sales of SEK 1.7 million since the acquisition on March 1, and with a result close to zero. From April, we expect clear improvements in results in Norway driven by the recently signed framework agreement for content delivery with Norsk Rikstoto. This is according to plan and we feel that the integration of the business is going as expected.

The acquisition of 50% of the shares in Every Padel was signed in the end of March, and completed on April 1st. The business has developed very well during the year and the company is well positioned for a continued growth journey both in Sweden and internationally. The company has an extremely profitable B2C business with over 30,000 active customers who consume booking of the facilities, equipment, events, travel and more. ESMG is now well exposed in one of the fastest growing sports in the world and is one of the largest players there. A good example of an exciting initiative within Every Padel is the recently announced collaboration with the 16-time world number one, Fernando "Bela" Belasteguín, regarding a number of joint projects. Among other things, "Bela" will be an ambassador for Every Padel globally, a joint Bela Padelcenter will open in Sweden, and Bela Concept will be an integrated part of all Every Padel's facilities and products

Outlook

Our strong focus on innovation, driven by competent personnel, is an important driving force for profitable growth, which is why we will continue to invest in both development and marketing. Although we have not recovered from the ongoing pandemic, the group's assessment is that the strategy and the forward-leaning investment rate is a key to continue to be well positioned and deliver long-term shareholder value. Even under rapidly changing market conditions. As of the second quarter, the group will have fully consolidated the recently acquired operations Trav og Galoppnytt, Hesteportalen and Every Padel. The group's growth, including the acquired companies, is expected to increase sharply in both sales and earnings on a quarterly and full-year basis in 2021 compared with 2020. Otherwise, no forecast is provided.

Significant events during and after the end of the period

Everysport Media Group has during the reporting period communicated that the Group has completed the acquisition of the Norwegian company Trav- og Galopp-Nytt AS, which is Norway's largest media around horse racing. The acquisition also includes Hesteportalen AS. In January, a long-term framework agreement on content production was also signed with Norsk Rikstoto.

On March 25, the company announced that it had entered into an agreement to acquire 50% of the shares in Klöver Padel AB. The other 50% of the company is owned by the real estate company Klöver, whose ownership remains unchanged. Together, the owners have launched a joint strategy for continued expansion, and at the same time a name change on Klöver Padel to Every Padel has been implemented. ESMG completed the acquisition on April 1st.

At the Extraordinary General Meeting on March 17, 2021, a decision was made on a directed issue of shares to the CEO, which was fully subscribed, as well as warrants to the CEO and employees. Details about this can be found in the section "Share and shareholders" below.

After the end of the period, on April 7, it was announced that the company had launched two new hockey sites within the editorial concept EP Rinkside, aimed at target groups in Germany and Finland.

On April 24, the Nomination Committee's proposal for the Annual General Meeting was announced, which will be held on May 24. The Nomination Committee proposes the election of Mernosh Saatchi as a new Board member. Board members Charlotte Gustafsson and Göran af Klercker reject re-election.

Net Sales, earnings and financial position during the period

Net Sales

Net sales for the first quarter amounted to SEK 25,5 million (SEK 20.8 million). An increase of 22,8 % compared with the same quarter last year.

The outbreak of Covid-19 had a significant impact on sales during the latter part of the same quarter last year. We are seeing an increase in revenue linked to the resumption of sporting events during the latter part of 2020 and the fact that the advertising market is increasing and thus revenue has gradually recovered. The acquisition of Trav- och Galopp Nytt accounts for SEK 1.7 million of the increase in sales compared with the same quarter last year

B2B

The Covid-19 pandemic has had a negative impact on sales in the B2B segment. In this segment, it is mainly the advertising business that has been affected as the demand for advertisements has decreased when corporate customers have reduced their marketing campaigns. During the first quarter of 2021, the advertising market has begun to recover, which is also reflected in other revenue areas within the segment. A growth of 13% in the B2B segment was achieved compared with the same quarter last year. Of the growth, the newly acquired company Trav- och Galopp Nytt accounts for SEK 0.4 million.

B2C

There is continued strong growth in the B2C segment and we saw an increase in sales of 44% compared with the corresponding quarter last year. The increase in sales is the result of a long-term effort to find new income in the form of subscription income, per-unit income and other income directly linked to consumers. Subscription revenues increase by 58% compared with the corresponding quarter last year. Of the growth, the newly acquired company Trav- och Galopp Nytt accounts for SEK 1.3 million. The transfer of revenues from the B2B to B2C segment is important from a strategic long-term perspective as they are more stable over time and have a better margin.

EBITDA and EBIT

EBITDA for the first quarter amounted to SEK 1,6million (SEK 0.8 million). An increase of 100 % compared to the same quarter last year.

The increase in EBITDA result compared with the same quarter last year is linked to the recent recovery and growth in revenue, which is primarily attributable to the B2C segment. Personnel costs have increased, as they are part of our investment strategy and are linked to the intensive period of sporting events that is now beginning. An increase in other external costs can be attributed to costs in connection with the implementation of previously mentioned acquisitions.

EBIT for the first quarter amounted to SEK 0,3million (SEK -0.1million). An increase of 308 % compared to the same quarter last year.

EBIT during the first quarter of 2021 is affected by depreciation by SEK -1,3 million (SEK -0.9 million). The increase in depreciation is linked to the investments made during the previous year.

Capitalized work on own account during the quarter amounts to SEK 0,0 mkr (0.9 mkr).

Financial position

At the end of the period, Everysport Media Group AB (publ.) has equity of SEK 22,6 million (SEK 21,9 million) and an equity ratio of 32% (42%)

Cash and cash equivalents at the end of the period were SEK 5,2 million (SEK 1,9 million).

In addition to cash and cash equivalents, Everysport Media Group has access to additional banking facilities that strengthen the financial position

Share and shareholders

As of the date 31st of March, 2021, 4 542 496 shares were issued. All shares have equal rights to the company's profit and assets.

In accordance with the resolution on the extraordinary general meeting on 17th of March 2021, ESMG's CEO Hannes Andersson has subscribed for 90,850 class A shares, which is the maximum number of shares according to the general meeting's resolution, at a subscription price of SEK 17.27 per share. The number of shares in the company following the new issue and registration with the Swedish Companies Registration Office will amount to 4,633,346 class A shares and the votes will amount to 46,333,460.

At the end of the quarter, Everysport Media Group AB had 1 208 (766) shareholders.

Employees

The average number of full time equivalents during the quarter was 89 (68).

Accounting principles

This interim report includes the Swedish parent company Everysport Media Group AB (publ), corporate ID 556739-8143, and its subsidiaries. The Group's main operations are divided into Content and Media. Within Content the Group is a leasing provider of results data, game tips and sports tips. Within Media the Group owns and runs digital sites like, EliteProspects, Svenska Fans, Fotboll Direkt, HockeySverige, Travtjänsten and Sporttjänsten which acts as engines for the products offered within the Group.

The parent company is limited liability company registered in Stockholm, Sweden. The adress for the headquarters is Gamla Brogatan 11, 111 20 Stockholm.

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995: 1554) (ÅRL) and RFR 1.

The interim report regarding the parent company has been prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

Quarterly report January - March 2021

EverySPORT Media Group (publ.)

Audit

This report has not been reviewed by EverySPORT Media Group's auditors.

Further reporting dates

The quarterly report for the period April - June 2021 will be published on the 19th of August 2021.

The quarterly reports for EverySPORT Media Group are published on the company's website www.esmg.se

Interim Report January-June 2021:	19th of August 2021
Interim Report July - Sep 2021:	28th of October 2021
Year-end report 2021:	17th of February 2022

Stockholm 2021-05-11

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CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (kr)	JAN - MAR 2021	JAN - MAR 2020	JAN - DEC 2020
Net sales	25 480 386	20 755 309	82 336 192
Own work capitalized	0	943 659	1 636 595
Other operating income	59 795	14 062	708 333
Operating expenses			
Variable operating costs	-2 666 601	-2 369 150	-8 646 721
Other external expenses	-8 531 218	-8 105 469	-32 152 960
Personnel costs	-12 739 339	-10 435 405	-39 068 853
EBITDA	1 603 023	803 006	4 812 585
Depreciation and impairments	-1 300 014	-948 554	-3 934 912
EBIT	303 009	-145 548	877 673
Financial income and expenses			
Profit from participations in associated companies	0	-13 030	-139 205
Interest income and similar income	443 677	16 932	9 519
Interest expense and similar expenses	-199 818	-242 468	-688 891
Profit from subsidiaries	0	0	0
Taxes	2 284	14 957	667 981
Profit/loss for the period	549 151	-369 156	727 077
The Parent Company's share of profit for the year	547 780	-361 024	720 589
Minority's share of profit for the year	1 371	-8 132	6 488
Other comprehensive results			
Exchange rate differences	-94 160	-177 286	-665 832
Total comprehensive income for the period	454 991	-546 442	61 245
The Parent Company's share of profit for the year	453 620	-538 310	-672 320
Minority's share of profit for the year	1 371	-8 132	6 488
Earnings per share	0,12	-0,08	0,16
Earnings per share fully diluted	0,12	0,01	1,40
Number of shares at the end of the period	4 542 496	4 542 496	4 542 496
Number of shares at the end of the period fully diluted	4 633 346	4 812 689	4 542 496

CONSOLIDATED BALANCE SHEET	2021-03-31	2020-03-31	2021-03-31
Own work capitalized	5 815 721	5 898 435	5 229 875
Trademarks	1 782 428	423 642	317 732
Goodwill	31 214 107	28 046 974	28 038 219
Equipment, tools, fixtures and fittings	472 426	259 924	214 867
Right-of-use assets	5 711 395	1 955 312	5 031 447
Shares in associated companies	0	126 174	0
Deferred tax asset	4 908 371	2 103 066	4 511 609
Other long-term receivables	4 442	9 744	4 442
Total fixed assets	49 908 891	38 823 271	43 348 191
Current receivables			
Trade and other receivables	9 228 274	6 618 311	7 533 624
Current tax assets	31 002	132 298	31 002
Other current receivables	565 653	878 539	1 276 012
Prepaid expenses and accrued income	7 983 332	5 091 590	4 890 644
Total current receivables	17 808 261	12 720 738	13 731 283
Cash and cash equivalent	5 228 250	1 898 189	10 377 246
TOTAL ASSETS	72 945 402	53 442 199	67 456 720
Equity			
Share capital	4 542 496	4 542 496	4 542 496
Reserves	-858 228	-275 385	-774 058
Retained earnings, incl profit/loss for the period	18 846 314	17 621 200	18 721 069
Shareholders' equity attributable to the parent company's equity	22 530 583	21 888 311	22 489 508
Non controlling interest	58 154	42 163	56 783
Total equity	22 588 738	21 930 475	22 546 291
Long-term liabilities			
Deferred tax liabilities	494 523	95 682	503 776
Other liabilities to credit institutions	4 545 856	1 833 338	4 774 234
Other long-term liabilities	4 204 117	5 113 328	8 592 631
Total long-term liabilities	9 244 497	7 042 347	13 870 641
Current liabilities			
Checking account	0	-2	0
Other liabilities to credit institutions	1 000 000	1 000 000	1 000 000
Trade and other payables	3 709 972	3 091 147	4 268 764
Current tax liabilities	886 450	0	639 890
Other current liabilities	12 390 081	4 266 016	10 390 125
Accrued expenses and prepaid income	23 125 665	16 112 217	14 741 008
Total current liabilities	41 112 167	24 469 377	31 039 786
TOTAL EQUITY AND LIABILITIES	72 945 402	53 442 199	67 456 720

CONSOLIDATED CASH FLOW STATEMENT	JAN - MAR 2021	JAN - MAR 2021	JAN - DEC 2020
Cash flow from operating activities			
Profit/loss before financial items	546 868	-384 113	59 096
Adjustments for items not effecting cashflow	769 243	981 534	3 685 823
Income tax paid	-6 969	-80 428	-760 516
Cash flow from operating activities before change in working capital	1 309 142	516 993	2 984 403
Cash flow before changes in working capital			
Increase (-) / Decrease (+) of short-term receivables	-3 312 633	-9 574	-1 687 454
Increase (+) / Decrease (-) of short-term liabilities	3 942 896	1 070 724	7 746 559
Cash flow from operating activities	1 939 405	1 578 143	9 043 508
Cash flow from investing activities			
Acquisition of intangible fixed assets	-6 072 182	-860 027	-1 356 567
Acquisition of tangible fixed assets	-282 773	0	0
Acquisition of subsidiary, after deduction of cash and cash equivalent	0	0	0
Divestment of subsidiaries/associated companies	0	0	0
Cash flow from investing activities	-6 354 955	-860 027	-1 356 567
Cash flow from financing activities			
Warrants	0	0	0
New loans	0	0	3 500 000
Amortized loans	-160 217	-1 328 696	-1 971 549
Amortized leasing liabilities	-573 229	-468 038	-1 814 953
Cash flow from financing activities	-733 446	-1 796 734	-286 502
Cash flow for the period	-5 148 997	-1 078 618	7 400 439
Opening cash and cash equivalents	10 377 246	2 976 807	2 976 807
Closing cash and cash equivalents	5 228 250	1 898 189	10 377 246

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY	Share capital	Reserves	Retained earnings	Minority interest	Summa eget kapital
Opening balance 2020.01.01	4 542 496	-98 099	18 000 563	50 295	22 495 257
Profit/loss for the period			720 588	6 488	727 076
Warrants					0
Exchange rate differences		-675 959			-675 959
Ending balance 2020.12.31	4 542 496	-774 058	18 721 069	56 783	22 546 291
Opening balance 2021.01.01	4 542 496	-774 058	18 721 069	56 783	22 546 291
Periodens resultat			135 236	1 371	136 607
Teckningsoptioner					0
Omräkningsdifferenser		-94 160			-94 160
Ending balance 2021.03.31	4 542 496	-858 227	18 856 305	58 154	22 588 738

Definition key figures:**Profit Margit**

Operating profit after financial income and expenses in relation to net sales.

Equity ratio

Equity in % of total of balance sheet.

Cash liquidity

Current assets in % of current liabilities

Earnings per share

Profit for the period divided by the number of outstanding shares

Earnings per share at full future dilution

Profit for the period divided by the number of shares at future full dilution

EBITDA

Earning before Interest, taxes, depreciation and amortization

EBIT

Earnings before interest and taxes

KEY FIGURES	JAN - MAR 2021	JAN-MAR 2020	JAN - DEC 2020
Profit margin %	2 %	-2 %	0 %
Equity ratio	32 %	41 %	33 %
Cash liquidity %	60 %	60 %	78 %
Number of shares	4 542 496	4 542 496	4 542 496
Earnings per share	0,12	-0,08	1,40
Number of shares at full future dilution	4 633 346	4 812 689	4 542 496
Earnings per share at full future dilution	0,12	-0,08	1,40
EBITDA	1 603 023	803 006	4 812 584
EBIT	303 009	-145 548	877 672

PARENT COMPANY'S INCOME STATEMENT	JAN - MAR 2021	JAN - MAR 2020	JAN - DEC 2020
Net sales	5 096 429	4 531 166	17 290 130
Other operating income	-2 671	555	34 104
Operating expenses			
Variable operating costs	-306 819	-913 509	-2 965 621
Other external expenses	-3 428 174	-3 059 485	-11 116 328
Personnel costs	-2 651 201	-2 141 064	-8 030 630
EBITDA	-1 292 436	-1 582 338	-4 788 344
Depreciation and impairments	-4 413	-4 413	-17 652
EBIT	-1 296 849	-1 586 751	-4 805 997
Financial income and expenses			
Profit from participations in associated companies	0	159 666	-139 205
Other interest income and similar	102 541	110 613	453 042
Other interest expenses and similar	-236 135	-221 384	-854 817
Profit from subsidiaries	0	0	0
Group contributions	0	0	-256 000
Tax on years profit	0	0	1 896 412
Deffered tax	0	0	0
Profit/loss for the period	-1 430 442	-1 537 856	-3 706 565

PARENT COMPANY'S BALANCE SHEET	2021-03-31	2020-03-31	2020-12-31
Equipment, tools. Fixtures and fittings	39 420	57 072	43 833
Shares in Group companies	66 121 396	65 091 605	66 091 605
Shares in associated companies	0	298 871	0
Deferred tax asset	2 811 128	914 716	2 811 128
Other long term receivables	4 442	4 442	4 442
Total fixed assets	68 976 386	66 366 706	68 951 008
Current receivables			
Trade and other receivables	162 678	211 796	0
Receivables with Group companies	19 871 195	18 372 511	14 105 229
Current tax assets	0	138 683	0
Other current receivables	1 465 404	42	478 074
Prepaid expenses and accrued income	1 651 629	1 448 797	1 013 549
Total current receivables	23 150 906	20 171 827	15 596 852
Cash and cash equivalent	4	17 252	95 113
TOTAL ASSETS	92 127 296	86 555 786	84 642 973
Equity			
Share capital	4 542 496	4 542 496	4 542 496
Other contributed capital	68 959 716	68 959 716	68 959 716
Retained earnings, incl profit/loss for the period	-23 160 528	-19 561 377	-21 730 086
Shareholders' equity attributable to the parent company's	50 341 684	53 940 835	51 772 126
Non controlling interest	0	0	0
Total equity	50 341 684	53 940 835	51 772 126
Long-term liabilities			
Other liabilities to credit institutions	1 012 860	2 833 338	1 250 007
Total long-term liabilities	1 012 860	2 833 338	1 250 007
Current liabilities			
Checking account	0	-2	0
Other liabilities to credit institutions	1 000 000	0	1 000 000
Trade and other payables	1 708 221	1 047 936	1 659 833
Debt to other group companies	33 599 679	27 021 347	26 106 846
Current tax liabilities	-58 266	0	-45 642
Other current liabilities	2 699 805	154 547	1 089 603
Accrued expenses and prepaid income	1 823 314	1 557 783	1 810 197
Total current liabilities	40 772 752	29 781 612	31 620 837
TOTAL EQUITY AND LIABILITIES	92 127 296	86 555 785	84 642 970

NOTES TO THE INTERIM REPORT

Not 1 Segment Reporting – Distribution of net sales

The Group divides its operations into segments according to IFRS definition, the segments are only followed up at the net sales level. The two main segments are Business to Business (B2B) and Business to Consumer (B2C).

	JAN – MAR 2021	JAN – MAR 2020	JAN – DEC 2020
B2B	15 891 033	14 100 215	54 394 083
B2C	9 589 353	6 655 094	27 942 107
	25 480 386	20 755 309	82 336 190